

## Rainier Avenue Corridor

**Discussion:** *The Rainier Avenue Corridor is one of the most commercially viable areas of the City. Redevelopment of infrastructure and businesses in the Rainier Corridor would present the opportunity to strengthen the transition between the Corridor, a major transportation route through the west part of the City, and the Urban Center. Changes of this nature could increase the economic vitality of Renton's Downtown.*

**Objective LU-RRR:** A special ~~commercial area~~district should be designated along Rainier Avenue. The purposes of this ~~area~~district would be to enhance the commercial environment in order to increase revenue of local businesses and the City's tax base, and to enhance the residential market with high-density mixed-use projects in order to increase residential opportunities in the City.

**Policy LU-393.** Within the Rainier Avenue Corridor, the "Business District" should be bounded to the north by ~~properties directly north of S. 2<sup>nd</sup> Street by Airport Way,~~ on the east and west side of Rainier Avenue ~~the north~~ and bounded to the south by the Houser railroad trestle ~~on the south~~ where it abuts the Auto Mall District.

**Policy LU-394.** The policies of the Commercial Corridor designation and the Rainier Avenue Corridor Business District should be implemented by Commercial Arterial (CA) zoning.

**Policy LU-395.** Uses in the Rainier Avenue Corridor should be primarily retail-oriented, and may have an emphasis on providing goods on a high-volume, vehicle-accessed basis, but should also provide high-quality and specialty goods.

**Policy LU-395a.** Residential use should be limited to retail/office/residential mixed-use buildings that enhance the viability of the commercial environment and provide high-quality housing opportunities.

**Objective LU-SSS:** Due to the nature of the retail core business in the Rainier Avenue Corridor, vehicular access and egress safety should be a primary consideration.

**Policy LU-396.** In the Rainier Avenue Corridor access points to businesses fronting the principal arterial should be consolidated if at all possible and curb cuts reduced wherever feasible.

**Policy LU-397.** Business signs in the Rainier Avenue Corridor should be uniform in size, content, and location to reduce visual clutter. Monument signs are the preferred type.

**Policy LU-398.** New billboard signs should be disallowed in the Rainier Avenue Corridor Business District due to the large scale of the signs in relation to the scale of the district. Existing signs should be well maintained so that visual impact is reduced.

**Objective LU-TTT:** The Rainier Avenue Corridor Business District should be enhanced to improve efficiency, safety and attractiveness to both potential shoppers and pedestrians using the public transportation system.

**Policy LU-399.** In the Rainier Avenue Corridor Business District, due to significant pedestrian use of the intersections of Rainier Avenue and Sunset Boulevard/South Third Street, Rainier Avenue and South Third Place, and Rainier Avenue and South Fourth Street, sidewalk widths at these locations should be increased to create pedestrian corners whenever redevelopment occurs. Pavement should be increased for added pedestrian safety.

**Policy LU-400.** On corners having high-volume pedestrian traffic, the paved sidewalk area should be increased in size. This may require a larger building setback at the corners of buildings when building facades abut the sidewalk.

**Policy LU-401.** Pedestrian corners should include urban street furniture such as benches, an information kiosk, and a trash receptacle.

**Policy LU-402.** Rainier Avenue should be improved with landscaped median and additional street trees to improve safety and appearance.

**Policy LU-403.** Property owners and business owners should be encouraged to provide awnings or other weather protection on facades of buildings fronting sidewalks.

**Objective LU-UUU:** The Rainier Avenue Corridor Business District is one of the busiest arterials in the City and is located as a gateway to the City from both the south and north. The design, function, and configuration of the District should reflect its status as a key gateway.

**Policy LU-404.** The Rainier Avenue Corridor should feature gateway elements to the extent made possible by redevelopment.

**Policy LU-405.** Signage in the Rainier Avenue Corridor Business District should include high quality City directional signs to the Urban Center, City Hall, IKEA Performing Arts Center, Piazza Park, City parking garage, library, museum, and other prominent public destinations.